

As Info . . .

ROU Briefs 7/19/95

For: *ADP/RM/RBM/ROM/CAM/RMON*

FSC-120-A

Content:

- WINSTON SELECT 100s Distributor Brand
UPC - Revision
- Temporary Checklane Cigarette Promotion
Schedule - July-December 1995
- Military Pricing Recap
- Draft Books
- DORAL Buysomes
- Price Point Chain ID Report
- RJR & Competitive UPC Codes in RJR
Publications

➔ **WINSTON SELECT 100s DISTRIBUTOR BRAND
UPC - REVISION**.....Attached is a revision of UPC
codes for our SELECT distributor brands. The
numbers communicated in FSC-108-A were
inaccurate. Please ensure the appropriate personnel
are advised of the important changes.
Contact: Bill Duffy, Ext. 5776

➔ **TEMPORARY CHECKLANE CIGARETTE
PROMOTION SCHEDULE / JULY-DECEMBER
1995**.....An AAFES 1995 temporary checklane
cigarette promotion schedule, approved by AAFES for
implementation is provided with this brief. This is a
voluntary program, however, all stores have been
encouraged to participate, as these promotions are
within the guidelines of EOP 40-11, Chapter 33 and
DOD's policy of de-glamorization of tobacco.

Note: The above information should be provided to
general market sales reps who have military account
coverage responsibility.

Contacts: Eastern Military, Carroll Wheedleton
Telephone: 703-471-9462
Western Military, Greg Brown
Telephone: 303-799-0037

➔ **MILITARY PRICING RECAP**.....The recent
implementation of price increases in military has
resulted in some confusion with regard to pricing and
off-invoice allowances. The following chart reflects a
consolidated recap of current military direct list prices,
off-invoice allowances and the effective date the off-
invoice allowance will be implemented.

Contacts: Eastern Military, Carroll Wheedleton
Telephone: 703-471-9462
Western Military, Greg Brown
Telephone: 303-799-0037

➔ **DRAFT BOOKS**.....As a reminder, under no
circumstances should draft books be refused if
received by the ROU from the carrier damaged in
any way. Keep in your possession and refer any
damaged draft books to Winston-Salem for
disposition.

Contact: Wanda Snow, Ext. 3325

➔ **DORAL BUYSOMES**.....We have entered the third
quarter with new promotions scheduled. Please order
all remaining allocations of second quarter buysomes
by 7/31 or they will be pulled back to national and
distributed according to need. These are national
promotions and the numbers are as shown below:

<u>Program #</u>	<u>Description</u>
500435	B2G1F
500485	BCTN G5F
500486	B2CTN G1F

Contact: D. Smitherman, Ext. 3078

➔ **PRICE POINT CHAIN ID REPORT**.....A Price Point
Chain Report (report # 552) similar to the region and
division report is available from the SIS Historical
Menu. The purpose of the report is to provide a tool
for the CAM's/SAM's to monitor the execution of the
Price Gap Strategy.

The main addition to the report is a competitive gap
line that reports the following:

• Gap between each RJR brand "selling price" (after
discount) versus its competition

• Gap between RJR full price "selling price" (after
discount) versus competitive savings

When requesting the report, you will be required to
key in a chain-id and sales level. A window is
provided that explains the multiple report options
based on what sales level you enter.

Contact: Danny Huneycutt, Ext. 1563

51846 9403

➔ **RJR & COMPETITIVE UPC CODES NOW AVAILABLE IN RJR PUBLICATIONS.....**As information, you may now view or request a printed copy of the RJR & competitive UPC codes (spreadsheet version) via RJR Publications. Steps to access the information are as follows:

1. From RJR LAN Applications, open "RJR Publications"
2. Highlight & Select "Sales"
3. Highlight & Select "UPC Reference"
4. Highlight & Display "UPC Reference"
5. You can print the spreadsheet or view specific information on-line

The codes will be updated automatically as new brands and information become available. In the near future, you will have the option to print actual UPC bar codes for all RJR & competitive brands using the "BarTender" icon. More details will be communicated to you at a later date.

Contact: Susan Boyd, Ext. 7023

R. J. REYNOLDS TOBACCO COMPANY
Attachments

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